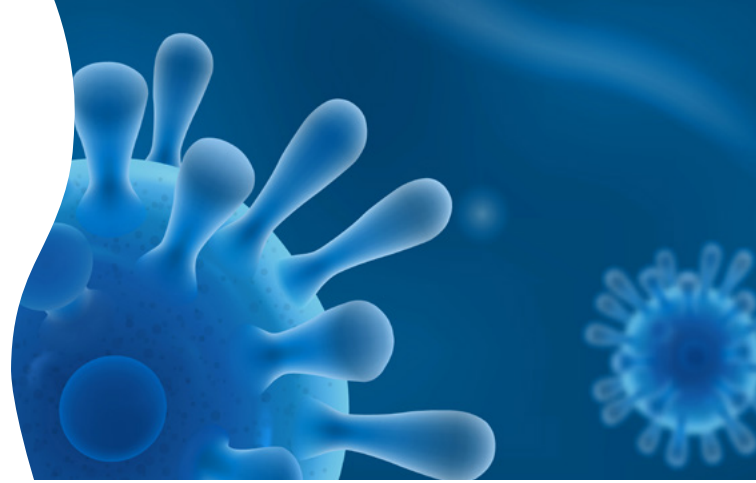


HEALCONNECT – FOR CRISIS COMMUNICATION

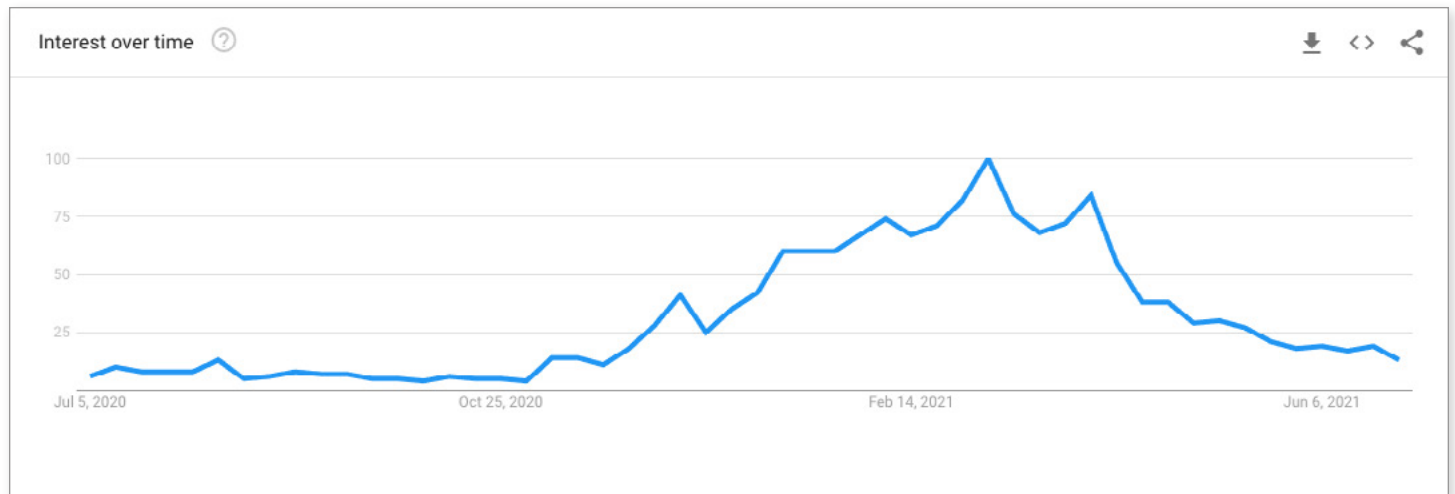
Member Guide for Post-COVID-19



Engaging with Members Post-Crisis

Medicaid is a key player in responding to the continuing effects of the COVID-19 pandemic, covering 1 in 5 Americans. As vaccines become increasingly available to the general public, questions remain around eligibility, co-pay, testing, and treatment coverage. Additionally, many healthcare organizations are looking for strategies to effectively connect and engage with their members on these important topics. Pandemic treatment and vaccine effectiveness remain popular search terms among this market and indicate that members like yours are looking for information.

Being proactive in your communication will help you better serve your members, connect with them during this vital time, and boost healthy member behavior as we all look forward to the end of this crisis.



Subregion Download Fullscreen Share

Rank	Subregion	Interest Level
1	District of Columbia	100
2	Maine	94
3	New Jersey	94
4	Vermont	93
5	Rhode Island	92

Related queries ? Rising Download Fullscreen Share

Rank	Related Query	Category
1	vaccine appointment	Breakout
2	covid-19 vaccine appointment	Breakout
3	cvs vaccine	Breakout
4	walgreens vaccine	Breakout
5	walgreens covid-19 vaccine	Breakout

Setting up a COVID-19 FAQ Page that Addresses Members' Needs for Information is Critical for all Medicaid Organizations

This page should address:

• What are the symptoms of COVID-19?



• Where can I get myself tested?



• Will I be covered for testing, treatment?



• Where can I get vaccinated?



• Can I do a virtual visit?



The next step for Medicaid organizations is to set up communication campaigns that are simple to understand, frequent, and honest about care and treatment.

- Reach high-risk members – children and elderly, those who have underlying respiratory conditions with clear directions on what to do if they have symptoms or if they're eligible for the vaccine
- Notify members on testing and vaccination sites
- Notify members of their eligibility for treatment and testing
- Update strategies for member engagement by engaging digital HRA methods
- Verify information on websites that provide virtual visits

Sample messages could include:

If you suspect you may have been exposed to COVID-19 or have related symptoms, here is a link to a testing site: www.healthplan.com/treatment

The COVID-19 vaccine is available at no cost to you. To schedule your vaccination appointment, click here: www.healthplan.com/vaccination

For more information on COVID-19 treatment and vaccinations, here is a link: www.healthplan.com/information

If you suspect you, or someone you know, has been exposed to COVID-19, here is a link to a virtual care center to begin treatment: www.healthplan.com/care-center

Note: These are just examples of how the messages could look and not actual website links.

In times of any crisis, it is best to have constant communication and be flexible with strategies.

HealConnect is well suited for communicating with members on a regular basis through SMS, email, or live chat. It allows for members to ask questions through SMS and get responses. All member data is stored on HITRUST certified Microsoft Azure.